

Webmasters
Planning and Design Sheet

Name _____

What is the goal of your project? (Inform, Persuade, Entertain, Educate, Promote, Sell?)

Who is your client and primary audience? (Name and Describe)

Flowchart and Storyboard on other paper

Task	Est. Minutes	Actual Minutes
Gather Media/content (scan, digital camera, stock media, capture audio)		
Editing or creating original images, buttons and animation		
Production/Compiling on web pages		

What your users (sample audience) thought:

Positive

User 1

User 2

Constructively Critical

User 1

User 2